

# Wisconsin Diesel Truck Idling Reduction Grant Program

Tools and Incentives for Green Diesel  
Technology: Lower Emissions, Higher Profits  
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# How was the Program Created

- WI trucking industry worked with the state legislature to address:
  - *Rising fuel costs*
  - *Varying anti-idling laws throughout the country.*
  - *Uncertainty of new idling reduction equipment (industry wanted to field test before making the investment)*
- Challenge: Finding the Money?
  - *Key to any new program.*
  - *Logical to find funding where the trucking industry contributes.*



# What Barriers Were Overcome in Developing the Program?

- Educating the Legislature
  - Problems with truck idling and its impact on truck operations.
- Implementation Deadline
  - Emergency Rule had to be in place prior to accepting applications July 1, 2006.
- Not Awarding Grants Retroactively
  - Incentive based and established as a field testing program.
- Allocation for Small Fleets
  - 25% of the funds are directed to small fleets.
- Fair System
  - Manage excess demand (Random drawing/percentage).



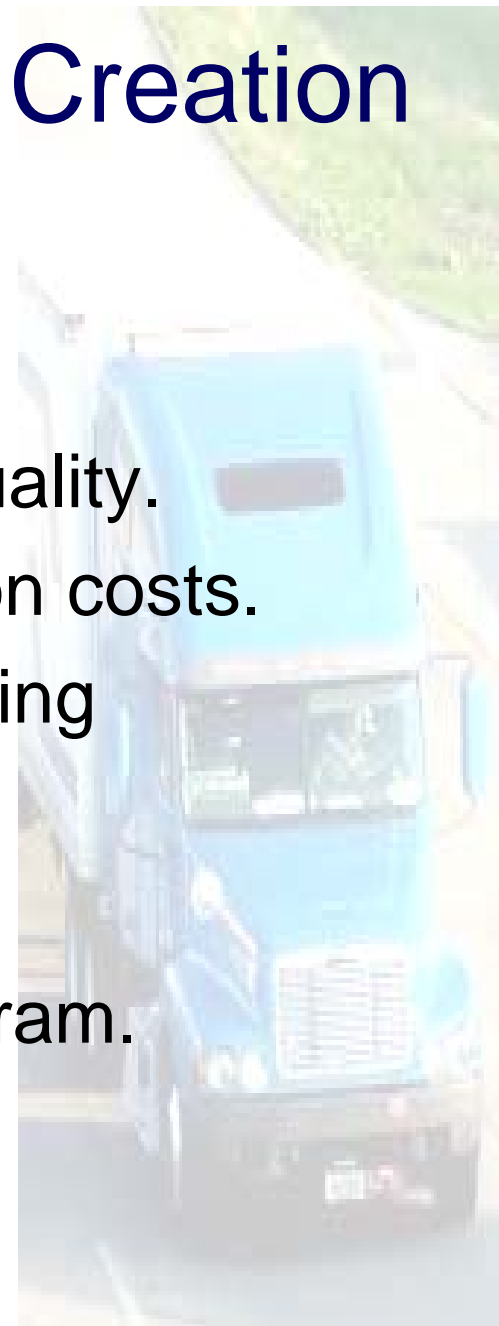
# Barriers Continued....

- Applicants not Reviewing the Rule
  - Incomplete/Ineligible applications
- Getting the Word Out (Catch 22)
  - Received over \$4 million in application requests in the first week with no major publicity.
- Price Quotes Vary
  - Base costs vs. options
- Not Enough Money to go Around
  - Over prescribed



# What Incentives Drove the Creation of the Program?

- Win-Win Situation
  - The Environment: improved air quality.
  - Industry: reduced fuel consumption costs.
  - Government: learn more about idling reduction technology.
- Benefits Wisconsin Companies
  - Helped in the creation of the program.



# Lessons Learned

- Not Enough Money for Everyone
  - Start with more money and/or realize there will be excess demand.
- Two Technology Requirement
  - Application must identify key requirements.
- A lot of Work
  - Develop strategy, timeline, but make sure you are flexible.



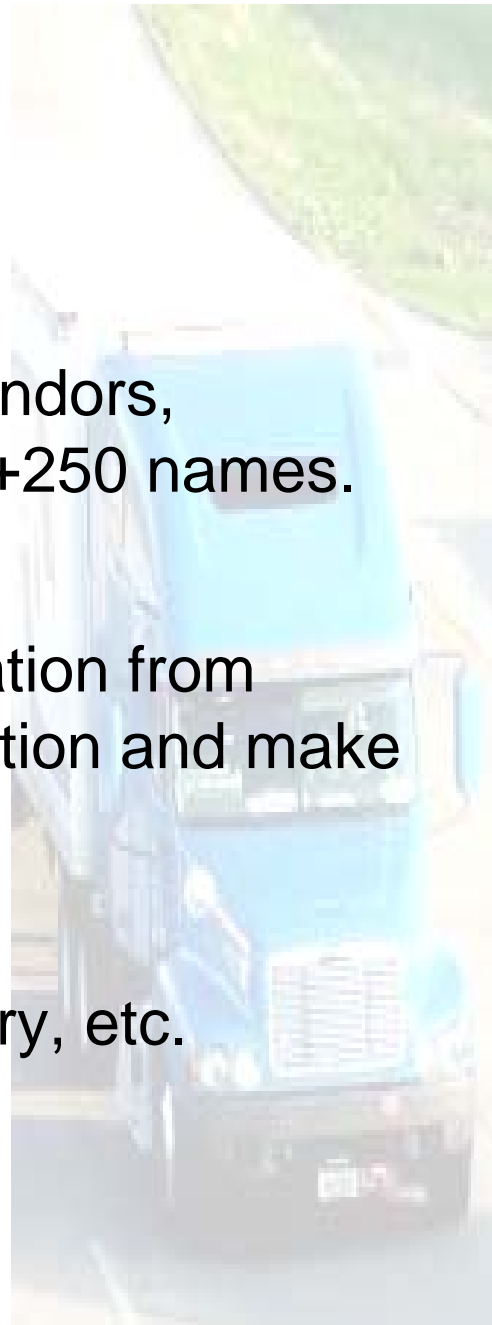
# Lessons Learned Cont'd

- Know Your Audience
  - Establish multiple lines of communication (internet, email, fax, etc).
- Price Quotes Vary
  - Work with stakeholders in developing the most efficient system possible.



# In Closing

- Popular Program
  - List Serv began with ~30 individuals, vendors, associations, etc. The list is now up to +250 names.
- Reporting Data
  - Commerce is required to collect information from grant recipients, summarize the information and make it available on the Commerce website.
- Need for Collaboration
  - Agencies, associations, vendors, industry, etc.





# For More Information

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- <http://Commerce.wi.gov/dieselgrantprogram>

